



HOW-TO FUNDRAISE GUIDE

HELP IMPROVE THE LIVES OF WESTERN AUSTRALIANS LIVING WITH DISABILITY



PERTH 30 AUGUST 2026



KARRATHA 26 JULY 2026

WE GET IT...

Asking people for money doesn't come naturally to everyone. It's awkward and not everyone's cup of tea.

We're here to help you make your fundraising journey easier. Together, we can support the thousands of people living with disability and foster a community of inclusion that reaches far beyond event day!

WHY SHOULD I FUNDRAISE?

Fundraising is one of the best ways to facilitate positive and authentic community connection. It is also a way to grow networks and stay connected, while opening doors to collaboration and demonstrating real impact.

The opportunities from fundraising are endless!

HOW DO I DO IT?

Fundraising can be easy and fun (we promise!) Focus on:



Storytelling

Share your story! What is your team's fitness and fundraising goals? How do they align with your business and community values? Don't forget to share your progress in the lead-up - enthusiasm is infectious!



Demonstrate Impact

By fundraising, every dollar stays right here in WA. You'll help improve the lives of Western Australians living with disability. Don't worry - we can share some incredible impactful stories with you to share!



Diversify your fundraising efforts!

Have more than one fundraising initiative planned and make one really easy and over a period of time. For example, ask everyone to donate a dollar every casual Friday. Over 5 months you can make a big impact, and you don't have to do much!

We have more tips and tricks to help you get on your way. Don't forget to ask for help - our team is here to help your team!

WHAT YOUR SUPPORT WILL HELP US ACHIEVE

About genU

genU is one of Australia's leading care providers, with a mission to build genuinely inclusive communities. We're a wrap-around service provider that caters for all, so no matter what generation you're in, we're not far away.



Our profit-for-purpose model means that all funds raised go directly into our services and you'll be joining us to support our ongoing vision of building genuinely inclusive communities.

Our Impact

Our story started more than 70 years ago when a group of parents wanted more for their children with disability. genU has grown and delivers a range of services including disability support, senior services, employment, community, accommodation, allied health, and training.

By fundraising, every dollar stays right here in WA. You'll help improve the lives of Western Australians living with disability - supporting local programs that provide independence, employment, housing, and community connection.



HOW TO FUNDRAISE

Fundraising creates a powerful sense of community and connection with your team as you work together and support the thousands of people living with disability in WA.



Set a fundraising goal

Just like your goal to complete the 4km or 12km courses, set yourself a fundraising target to work towards!



Plan ahead

Organise fundraising initiatives in advance so you can make the most of the lead up to the event and enjoy your team's incredible efforts on event day!



Incorporate it into your day!

Fundraising doesn't have to take up your time. Get creative and incorporate it into team meetings, events and activities - a perfect way to facilitate community connection.



Ask for support - gather your community!

Don't be afraid to ask for support from your family, friends, and colleagues - share why you're participating and the impact donations make in providing disability support. You'll be surprised at how much you can inspire those around you to join in your efforts!



Have a question? No problem!
Contact our team on (08) 9387 0487 or
hello@perthcitytosurf.com.au for
fundraising support.

IDEAS FOR TEAM FUNDRAISING

Here are a few ideas on what you could hold, host, or run to help you on your fundraising journey to reach your goal! Get creative and create your own!

- Set internal, personal goals for the team and community to support e.g. John wants to beat his PB in Team Smith - we're supporting him!
- Encourage friendly competition to encourage fundraising
- Request team incentive to reach fundraising goal e.g. team day off
- Matched Giving Day
- Workplace Giving over a period of time!
- Weekly raffle (e.g. meat raffle, coffee voucher)
- Morning/afternoon tea
- Donation to casual Fridays
- Team challenges - monthly cycling to work, BYO lunch records
- Incorporate fundraisers into team meetings
- Exercise challenge
- Collection Boxes in various locations e.g. take them to your gym
- Potluck Lunch - donate what you'd spend on buying lunch
- Auction - everyone donate an item/ask local businesses
- BBQ/Bunnings sausage sizzle
- Bake Sale - everyone loves cake!

HOT TIP: Engage local businesses for support! Like asking your local coffee shop or butcher for a voucher - sharing your story and why you're fundraising will inspire people to support you!

HASHTAGS

Here are a few hashtags to link everything together. By using these we'll also be able to follow along on your journey!

- #ChevronCitytoSurfforgenU
- #ChevronCitytoSurfforgenU2026
- #PerthCitytoSurf
- #PerthCitytoSurf2026
- #WillYouRunTheChevronCityToSurfWithMe?
- #genU-ienelyImprovingLives
- #genU
- #FundraisingforgenU
- #RunWalkorRoll
- #Bettertogether

TIPS!

- Do it your way. There are so many ways to fundraise - work together with the team to make it simple and share the experience.
- Be authentic! Share your team's story and your fundraising progress to inspire each other and family, friends and supporters. Everyone loves a good progress shot!
- Share your passion about helping genU support the thousands of people living with disability in WA. Every dollar raised helps!
- Ask your family and friends to participate to help you reach your goal.
- Talk to your employer and professional network about matching your fundraising amount. Tell them what you're doing and why to build enthusiasm!
- Send emails to your network and post on your social media accounts.
- Capture your experience on the day and share those special moments on your socials.
- Don't forget to thank everyone who supported you and helped you make it to your goal! We know the importance of community support and coming together to make a difference.



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EMAIL TEMPLATES - FOR TEAMS

Below are a few email templates to help you ask your network to participate in helping you reach your goal.

INITIAL APPROACH EMAIL 1

Subject Line: I'm participating in the 2026 Chevron City to Surf for genU - Join me on this meaningful journey!

Hello <Name>

I hope this message finds you well!

I wanted to share something meaningful happening in my life - I'm fundraising for genU by participating in the Chevron City to Surf for genU with my team <insert team name>. This cause holds a special place in my heart because <insert a personal/team reason on why you're fundraising for genU that appeals to the reader's emotions>. I am genuinely excited about the opportunity to make a positive impact on the lives of Western Australians living with a disability.

My team and I are doing <insert whether you're doing the 4km or 12km course> and we are not only training but fundraising! I'd truly appreciate your support by making a donation on my online fundraising page. Our goal is to raise <target>, and every contribution, no matter how small, makes a significant impact!

genU has grown into one of the nation's largest disability service providers and are dedicated to enhancing the lives of people living with disabilities. With a team of over 5,000 individuals, they work tirelessly every day to make a life-changing difference.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about genU here - <https://www.genu.org.au/>



Here's how your support can make a difference:

- A \$5 donation allows a customer to enjoy a coffee with their support worker, fostering community connection.
- With \$50, we can provide one hour of specialised training in support care.
- A \$200 donation creates interactive sensory experiences, crafting lifelong memories.
- By contributing \$5,000, you'll fund a mobility cart, enabling someone in need to fulfil their daily tasks.

To make a donation, simply click on the following link: [<copy and paste the URL link to your fundraising page>](#).

Thank you in advance for your support. Our team can't wait to be involved in this event and work together to have some fun and together, we can help genU make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>



INITIAL APPROACH EMAIL 2

Subject Line: I'm participating in the Chevron City to Surf for genU – Join me on this meaningful journey!

Hi <Name>

I hope this message finds you well!

My team <insert team> and I are on track fundraising and training for Chevron City to Surf for genU! This cause is deeply meaningful to me because <insert a personal reason on why you're fundraising for genU that appeals to the reader's emotions>.

We've received some incredible support from our communities so far, but we know we can do bigger and better to make a difference and hit our target of <target>!

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about genU here - <https://www.genu.org.au/>

Any support would mean the world and every dollar counts! Support our team and click on the following link: <copy and paste the URL link to your fundraising page>.

Thank you in advance for your support. Together, we can help genU make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>



TIME SENSITIVE FOLLOW UP EMAIL

Subject Line: Only <number> days left to help me reach my fundraising goal for the 2026 Chevron City to Surf for genU!

Hi <Name>

I hope this message finds you well!

I'm reaching out with a time-sensitive request: our team have just <number> days left to reach our fundraising goal for the 2026 Chevron City to Surf for genU.

If <insert number> generous individuals like yourself could contribute <insert amount> to our fundraiser, it would make a significant impact and bring us closer to our fundraising goal!

We have worked together to fundraise over the past couple of months <insert fundraising initiatives completed and other team activities> and are looking for that one last push to cross us over the finish line!

Making a donation is easy – simply click on the following link: <copy and paste the URL link to your fundraising page>.

Thank you so much for your support! Every dollar raised contributes to life-changing support services and supports our team come together and achieve this goal!

Sincerely

<Your Name>



ADDITIONAL TIPS AND TRICKS!

Here are a few additional tips and tricks to help you reach your goal!

1. GET PERSONAL

Your fundraising page is a great and easy way for your family, friends, and supporters to donate and stay updated with your fundraising journey. Make it more personal by setting a target, uploading a profile photo, and sharing a description about why you're fundraising! Pages with a target tend to raise 17% more.

2. GIVE YOUR FUNDRAISING A BOOST

Did you know? Individuals who make the first donation to their page raise an impressive 84% more. Be the catalyst for your fundraising success!

3. SEND AN EMAIL

Take a moment to send an email to all your contacts and share why you're passionate about fundraising for genU. Your personal touch can make a big difference!

4. SHARE YOUR PAGE

Boost your fundraising efforts by sharing your page on Facebook, Instagram, LinkedIn, and X. This will help spread the word about the positive impact you're making.

5. HAVE FUN

Select fundraising activities that align with your interests and bring joy. Explore our fundraising ideas above for inspiration and suggestions.

6. JUST ASK

We understand that asking for donations can be scary, but you'll be amazed by the generosity of those who are willing to contribute just by asking.

7. SAY THANK YOU

Be sure to express your gratitude to all your donors by sending them heartfelt words of thanks.





GOOD LUCK!

Wishing you the very best in your fundraising efforts! Good luck, and we're confident you'll make a positive impact!